

OCASI Professional Development Conference

June 20-22, 2011

Westin Prince Hotel, Toronto, Ontario

An Overview of OCASI Current Projects and Activities

For more information about OCASI's work please join us:

Drop-In Information session about OCASI

Monday June 20 11:00 a.m. – 12:00 noon and 5:15 p.m. – 6:15 p.m.

Room: North York North

Policy at OCASI: An Orientation (English and French)

Tuesday June 21 - 5:30 p.m. – 6:30 p.m.

Room: Crown

OCASI

Ontario Council of Agencies Serving Immigrants

www.ocasi.org

OCASI Professional Development Conference

June 20-22, 2011

Westin Prince Hotel, Toronto, Ontario

An Overview of OCASI Current Projects and Activities

CONTENTS

Policy Development, Research and Public Education	2
Membership Services	3
Sector Organizational and Professional Development	4
On-line Projects: Capacity Building, Resources and Information	9

OCASI gratefully acknowledges the financial support of the following funders as well as the important contributions of the OCASI membership and of numerous volunteers.

- Citizenship and Immigration Canada
- Ontario Government: Ministry of Citizenship and Immigration and Ontario Women's Directorate
- United Way of Greater Toronto
- The Ontario Trillium Foundation
- City of Toronto

Policy Development, Research and Public Education

Policy and Research at OCASI are informed by the priorities of our member agencies, and the communities and individuals they serve. Activities in this area include public education campaigns that raise awareness and improve understanding of immigrant and refugee issues among our member agencies and other community organizations. Our audience includes OCASI members, sector workers, elected government officials, civil servants, public institutions, media and the general public.

OCASI advocates for positive and accurate representation of immigrant and refugee issues in the media, in public debate and in political discourse. Our activities are guided by anti-racism and anti-oppression values, and we actively seek to improve access and equity for racialized individuals, women, youth, seniors, differently-abled, and LGBTQ immigrants and refugees. OCASI works to improve equity in immigration laws and policies, refugee protection, labour market integration (includes employment and accreditation), education, health, housing and other key areas.

Our recent activities include discussions with OCASI members on the renewal of the Canada-Ontario Immigration Agreement, public education on the need for employment equity, the impact of cuts to federal government funding for immigrant settlement, family reunification delays and proposed changes to immigration rules and how Canada treats refugee claimants.

OCASI often collaborates with or works in coalition with non-governmental agencies, universities, labour organizations and other institutions around specific issues. We are an active member of the Colour of Poverty Campaign, which is formed by a coalition of community agencies to address issues of the growing racialization of poverty and colour-coded inequalities. We are also active members of the Canadian Council for Refugees, focused on issues such as migrant workers rights, the trafficking of women and girls and issues affecting non-status residents.

OCASI has recently undertaken evidence-based research funded by the Ministry of Citizenship and Immigration to map usage of settlement and integration services, in a study called Making Ontario Home. Over 2,400 individuals participated in the online survey, and the report is scheduled to be released in July.

Membership Services

OCASI has been at the centre of immigration in Ontario for 33 years. Membership in OCASI gives organizations the opportunity to speak with a strong unified voice. OCASI membership has grown over 220 member agencies across Ontario. This growth reflects immigration and settlement patterns in Canada, with the majority of immigrants still settling in Ontario.

The growth in membership brought new challenges to OCASI, such as determining how to effectively face emerging realities and meet the needs of a sector that has matured and become more complex. OCASI has been built on the strong skill sets and stronger sense of mission and vision of its member agencies. OCASI's strength continues to be its ability to develop capacity among its member agencies and to coordinate, communicate and unite the energy, strength, drive, values of settlement service providers in Ontario while maximizing its capacity to conduct effective and clear public policy work within its current Mission and mandate.

Over the past 33 years, OCASI Member Agencies have looked to OCASI to provide strategic leadership in encouraging all levels of government to adopt an equitable and humanitarian approach to policies and programs that affect immigrants and refugees in Canada. The support of our member agencies is essential for OCASI to continue to work on behalf of the immigrant and refugee serving sector in the areas of policy analysis, government relations and public education. Through membership in OCASI we can speak with a strong, collective voice. Such a voice is:

- Fundamental in improving immigrant and refugee voices
- Critical in ensuring the sustainability of the immigrant services infrastructure
- Vital in ensuring a prosperous and diverse Ontario where all can participate equitably

OCASI maintains strong connections with our member agencies through our regional structure. We engage frequently with individual organizations across the province, collectively at periodic regional meetings, and the annual Executive Directors Forum. We also consult individual member agencies on specific priorities. We continue to bring the experiences and concerns of our member agencies to our ongoing work with sector funders to address the under-funding of community social service agencies.

OCASI and its Member Agencies have worked tirelessly to build a just and equitable society in which everyone benefits from social and economic inclusion. We're not there yet. We're still working on it. And you can help. In fact, you are essential!

For more information, please contact Martha Orellana, Policy and Membership Services Coordinator at morellana@ocasi.org

Through the **Francophone Consultative Group**, OCASI is progressively addressing unmet needs in the sector and continues to develop resources and information and to provide training activities in French. This group comprises OCASI's French-speaking member agencies who serve specifically French-speaking immigrants and refugees, plus other OCASI members who have special staff units destined to provide services in French for such newcomers. For more information contact Erika Gates-Gasse at egates@ocasi.org

Sector Organizational and Professional Development

Welcoming and Inclusive Communities: Accessibility Project

The recent passage of the Accessibility for Ontarians with Disabilities Act, (AODA) requires that organizations be prepared to provide accessible and inclusive services to people with disabilities. Although there is a wide range of support services that assist newcomers in making a successful transition to Canada, there is still not adequate support for settlement workers who provide services to immigrants with disabilities. It is crucial to equip settlement workers with the necessary skills and knowledge to provide effective services for this population.

OCASI has partnered with the Ethno –Racial People with Disabilities Coalition of Ontario (ERDCO) in the **Welcoming and Inclusive Communities Accessibility Project** in order to bridge the gap between the settlement and disability sectors. This partnership will provide training for settlement workers on issues related to disability among newcomers, and will also help develop capacity in the disability sector.

The basic activities of the project, to be carried out between May 2011 and March 2013, include:

- **A consultation** with stakeholders including social and public service providers and immigrants with disabilities
- The **development of a curriculum** for settlement workers serving immigrants with disabilities
- The provision of **training** for 300 settlement workers throughout Ontario
- The development of new partnerships with key players in disability communities in order to strengthen community capacity.

This project is funded by Citizenship and Immigration Canada. For further information about the Welcoming and Inclusive Communities Accessibility Project, contact Martha Viveros, Accessibility Project Coordinator at mviveros@ocasi.org or 416.322.4950 Ext. 260.

Organizational Standards Initiative (OSI): the OrgWise Self-Assessment Tool

OrgWise.ca is an online self-assessment tool developed by OCASI for member agency leaders to assess their agencies against voluntary organizational standards defined by extensive consultation with the sector.

Agency leaders can use OrgWise.ca – CapacitOrg.ca en français – to assess their organizations across four aspects of organizational function: governance and strategic leadership, human resources management, operations, and a community based approach. Once complete, OrgWise provides a printable report of your results, and guides you to selected resources and sample policies to turn your findings into action.

OrgWise is a tool for strengthening the organizational foundations that support effective and responsive services for immigrants and refugees. The assessment process and reports can be used for planning, education of staff, board, and other stakeholders, and to demonstrate commitment to organizational health.

OrgWise was developed with the support of the Ontario Trillium Foundation, and OCASI is currently promoting its use with the support of Citizenship and Immigration Canada. OrgWise is available online for OCASI member agency leaders to use at www.orgwise.ca. Pour l'autoévaluation en français veuillez visiter www.capacitorg.ca

For more information contact Juanita Smith, Organizational Standards Initiative Coordinator at jsmith@ocasi.org. For support completing a self-assessment contact Ian Gibney at lgibney@ocasi.org.

Positive Spaces Initiative (PSI)

The Positive Spaces Initiative is an OCASI initiative, funded by Citizenship and Immigration Canada, which aims to build capacity in the settlement sector for service provision to lesbian, gay, bisexual, trans, queer, and questioning newcomers (LGBTQ) in Ontario. The project, through the engagement of OCASI member agencies, community partners, and its Advisory Committee, continues to create and offer training, tools and resources for settlement service workers and their organizations.

Training

The PSI is available to deliver trainings in agencies beginning in June 2010. The trainings are for any and all agencies that wish to create more inclusive services. The purpose of all four trainings is to increase organizational capacity to provide a comfortable, welcoming environment for all newcomers. Through the learning in these trainings your agency can begin to understand what the issues specific to LGBTQ newcomers are as well as build upon work you may already be doing to be inclusive of LGBTQ people's lived realities.

Training 1 – Positive Spaces: This training focuses on understanding the particular needs and realities that LGBTQ newcomers face. This module is appropriate if you are in the beginning phases of creating Positive Spaces in your agency.

Training 2 – Positive Spaces within agencies: This training focuses on deepening awareness and assisting agencies in integrating the knowledge from module one and other trainings you may have undergone into policy and practice on an organizational and individual level. This training is appropriate if you are creating Positive Spaces within your agency and have continuously participated in similar trainings at all levels of your agency.

Training 3 - NEW- Accessing Settlement Services as a Human Right: Using the Ontario Human Rights Code (OHRC) as a framework this newly designed training **is specifically designed for management** and is intended to raise awareness about access as a human right and support decision makers in creating and supporting organizational changes.

Training 4 - NEW- Open Space: Understanding LGBTQ issues within Settlement Services: The last training module builds on Modules 1 & 2 and invites participants to engage in an honest and thoughtful discussion of LGBTQ issues who will leave this session with resources as well as relevant models of good practice. Using detailed case-studies based on real-life examples, participants will gain a fuller understanding of the various dimensions of transnational LGBTQ lives and communities.

Tools and Resources

The Positive Spaces Initiative has new tools and resources developed by and for the sector.

- Posters – LGBTQ & Newcomer Positive Space
- Starter Kits – Includes Resource lists, Information & Fact Sheets, and Newcomer Stories
- Post Cards – have been translated into English, French, Arabic, Chinese (simplified), Hindi, Punjabi, Spanish, Swahili, Tamil, and Urdu
- 4 one hour eLearning training modules in English and French will be launched by June 2011

Resources are available online or you can request they be mailed to you. Join us Online – Updates, A List of Agencies Identified as Positive Spaces, audio visual tools and more at www.positivespaces.ca

The Settlement Process for LGBTQ Newcomers in Ontario

In 2009 the Positive Spaces Initiative conducted gathered information on the realities of LGBTQ newcomers in Ontario through the *Untold Stories Project*. The project included interviews with LGBTQ newcomers and service providers within 5 OCASI regions. The project highlighted issues of the unique complexities of the settlement process for LGBTQ people, balancing family, community and cultural needs with that of finding LGBTQ inclusive spaces and barriers to accessing settlement services.

Talking About in Your Positive Spaces in your Region

The Positive Spaces Initiative continues to support local networks of service providers. In many regions throughout Ontario LGBTQ-serving organizations don't have historically strong partnerships and relationships with immigrant and refugee serving agencies. The Positive Spaces Initiative would like to connect you to come together in your community to assess current and future needs to meet the service needs for LGBTQ newcomers. If you are interested in finding out more about creating or joining your local network, training for your agency, or to find tools and resources please contact the Positive Spaces Initiative: Leslie Ramsay-Taylor, Communications & Partnerships Development Coordinator, lr Ramsay-taylor@ocasi.org.

Training for Employment Support Services

The Training for Employment Support Services project is an exciting professional development opportunity that is currently being rolled out across the province. It is funded by the Ontario Ministry of Citizenship and Immigration. The two-day training sessions and online self-directed learning module provide frontline workers in the settlement sector with the knowledge, skills and tools to refer clients to the employment services that they need. By improving clients' access to the most appropriate employment services, their integration into the labour market is made easier.

The curriculum is based on training needs identified through a multifaceted gap analysis and is grounded in accepted standards in Information and Referral. Fundamental to this training is the opportunity to network and explore strategies to develop cooperative relationships with employment services.

The main topics covered by the two-day training are:

- The immigration transition process and the impact on employment needs and goals
- How to conduct a basic assessment of employment needs and contrasting this with sample assessments that are conducted in the employment sector
- The employment services system and services offered at agencies in the area
- Resources for internationally-trained professionals, credential assessment, and language assessment and training
- Partnership building and making effective referrals to employment services

For more information about the project, please visit: <http://www.ocasi.org/index.php?catid=196>.

Advanced Financial Management Training Workshops

In June, 2011, OCASI is delivering 12 one-day sessions throughout the province of our new Advanced Financial Management Training Workshops. The target audience for these sessions are *Executive Directors, Financial Managers and Treasurers of the Board of Directors* of OCASI agencies and CIC funded organizations in the settlement sector. Six more will be delivered at a later date. This project is funded by Citizenship and Immigration Canada (CIC).

The need for improved financial management has long been identified in the immigration and refugee settlement sector. Therefore, with the support of CIC, OCASI has hired Elisabete Way, President and CEO of Management Strategems Group to develop and deliver an advanced financial management curriculum.

The one-day workshop is designed to increase organizational capacity by enhancing knowledge and skills in the area of financial management. To ensure the training is relevant and practical to organizations, Strategems has identified capacity building needs in the sector through a gap analysis, interviews, focus groups and an online survey with individuals in the sector. Content of the training session includes:

- Developing financial sustainability; effective resource development and management.
- Improving financial risk management
- Long term financial planning; developing a reserve fund
- Dealing with an audit
- Developing and implementing effective financial controls
- How to interpret information in basic forms and reports
- How to notice trends and negative indicators
- Actions to counteract negative information and trends

For more information, please contact Petra Roberts at proberts@ocasi.org, tel 416-322-4950 ext. 252, or Linda Rosenbaum at lrosenbaum@ocasi.org, tel 416-322-4950 ext. 285

Professional Education and Training (PET)

The objective of the PET Project is to provide professional development and training for immigrant service workers to strengthen organizational capacity, and to enhance the professional development of individual immigrant service workers to deliver effective client services.

Through the Professional Education and Training (PET) Project, supported by Citizenship and Immigration Canada (CIC), OCASI is able to offer support for individual and in-house group training to staff from immigrant service agencies. This training is available to staff whose positions are funded by the CIC and MCI.

The goal of the project is to improve services for immigrant communities by addressing gaps in skills and knowledge of service providers through provision of financial resources for individual, as well as, agencies to access existing courses from Ontario colleges, universities and, or tailor-made training by community-based training organizations, designed to enhance organizational capacity and knowledge sharing in an effort to enhancing the quality of services delivered to newcomers.

Eligible staff may apply for and, if approved, be reimbursed up to \$750 upon completion of the approved course. Agencies which are funded by CIC may apply for and, if approved, be reimbursed up to \$2000 for facilitator's fees for In-House Group Training.

APPLY ONLINE: The new PET online application and professional development tracking website can be found at <http://pet.settlement.org/>

BUILD YOUR PORTFOLIO: You don't have to be a PET user to build your portfolio. You may be interested in using the new PET tool to build your Portfolio. Start tracking all your professional activities with 'My Portfolio' at the new website by adding past courses to create a self-maintained directory that would give you accurate picture of your training activities, including the OCASI professional development conference, workshops, etc., that are of personal interest, as all activities apply to a core competencies of skills needed for immigrant services work.

For more information contact Beverly Lawrence, PET Project Coordinator at blawrence@ocasi.org, OR Tel: 416-322-4950 ext. 238.

Professional Development Conference

The OCASI Annual Professional Development Conference, with the financial support of Citizenship and Immigration Canada (CIC), continues to be a significant training and networking event in the sector, bringing together annually over 300 staff from organizations that serve immigrants and refugees across the province. It also serves as a unique mechanism to identify professional development needs and priorities in the sector as well as professionals that can cater to these needs.

In addition to training on a range of topics, the Conference provides staff at all levels the opportunity to meet colleagues and other professionals in related organizations, identify and prepare for emerging trends in the settlement service field, share strategies and tools for effective service delivery, develop and enhance supportive regional networks and share concerns on policy and programming issues.

Due to funding changes, during the 2011/12 fiscal year, we will be able to offer only one PD Conference in June. There will no Fall PD Conference.

Please visit <http://pdconference.ocasi.org> for more information and contact persons.

OCASI Executive Directors' Forum

The Executive Directors' Forum is an opportunity for sector leaders to engage in open dialogue on sectoral priorities, issues and concerns with their peers, and with representatives from Citizenship and Immigration Canada, the Ministry of Citizenship and Immigration and other stakeholders. The Forum also provides an opportunity to strengthen organizational capacity among OCASI members through new learning and sharing knowledge and expertise. The Executive Directors' Forum bring together over 200 Executive Directors of OCASI member agencies and other organizations that provides immigrant settlement services and builds on several OCASI regional meetings that have taken place in all regions of the province. The goal of the OCASI Executive Directors Forum is to come to a shared understanding and commitment to work together to build and sustain an inclusive and immigrant and refugee-centered settlement and integration strategy for Ontario. The next Executive Directors' Forum will take place in Toronto on Nov 10-11, 2011.

This Forum is funded by Citizenship and Immigration Canada. Visit <http://edforum.ocasi.org> for more information and contact persons.

NFF Immigrant and Refugee Communities Project

Recognizing that violence against immigrant and refugee women as a gravely important issue, OCASI has joined forces with the Ontario Women's Directorate (OWD) to facilitate Neighbours, Friends and Families (NFF) campaign. The NFF Immigrant and Refugee Communities Project is a culturally and linguistically sensitive training program that assists settlement workers at each participating organization to reach out to those closest to victims of domestic abuse - teaching them to recognize the signs of abuse and know what actions to take in response. The NFF Immigrant and Refugee Communities Project seeks to increase the public's confidence to offer support and make referrals to victims of domestic abuse by providing a series of Training Workshops for NFF Community Coordinators and Community-based NFF Champions. NFF brochures have been translated into multiple languages and are available to all community members. OCASI provides strategic guidance and support to implementing agencies. The project is funded by the Government of Ontario through the Ontario Women's Directorate.

For more information contact Lovesun Parent at lparent@ocasi.org, tel 416-322-4950 ext 266.

On-line Projects: Capacity Building, Resources and Information

OTIS 2.0

OTIS (Online Tracking and Information System) is essentially a data entry website where certain mobile ISAP-funded workers enter in their client statistics for each month. The first users were the Settlement Workers in Schools (SWIS). Next, many years later, Settlement Workers in Libraries (LSP- Library Settlement Partnerships) started to submit their stats using OTIS. And we have recently added the SSIL project (Settlement Workers in LINC). OTIS is funded by Citizenship and Immigration Canada.

OCASI's role has been to support the workers in using the site with online, phone support, in-person training and creation of user guides. Additionally, we work with the users and the funder (CIC) to make any needed changes/improvements to the OTIS interface.

Over the years we have added 2 new user bases and the related data fields and reporting (SSIL, LSP), created a real time reporting system, delivered 100's of training sessions, developed several web-based help videos and provided online webinars.

We have been working on a new version of OTIS to better support the business needs of SWIS, LSP and SSIL. The system was tested by the pilot group using real data and existing business processes. The outcome of the pilot provided the project team with good data on the user-friendliness of OTIS 2.0 and the bases for improving the system prior to going live. It also provided staff with the opportunity to test the system and share immediate feedback to the project team, ensuring that OTIS 2.0 met the needs of the programs. In class training was provided for all SWIS, LSP and SSIL staff.

The system went live for LSP and SSIL staff in October 2010, to SWIS staff- In December 2010. OTIS 2.0 was adopted as part of the everyday processes of all staff, managers and stakeholders. Some development still needs to be done and OCASI staff is collecting a new list of feature requests that may be added in 2012- 2013.

The goal for this year is to identify and contact a small group of agencies without internal reporting support to join OTIS 2.0 as their reporting system.

For more information contact Elena Trapeznikova, Online Tracking Information System (OTIS), tel 416-322-4950 x 241, email elena@ocasi.org.

InMyLanguage.org

InMyLanguage.org is a website that provides multilingual information for newcomers to Ontario, Canada. The aim of this website is to provide high quality content that can be freely accessed and adapted by anyone providing information to newcomers to Ontario and by newcomers themselves.

InMyLanguage.org website provides online resources with settlement related documents translated in to the following languages: English, French, Arabic; Chinese (Simplified), Gujarati, Punjabi, Russian, Spanish, Pilipino (Tagalog), Tamil and Urdu.

This website provides newcomers with information they need in their own language. The documents can easily be printed in order to make them available offline for more usability and accessibility. InMyLanguage.org is funded by Citizenship and Immigration Canada.

NewYouth.ca

In order to meet the needs of immigrant and refugee youth throughout the province of Ontario, OCASI, in June 2008, with the financial support of Citizenship and Immigration Canada, launched a new web portal specifically geared to providing accurate, timely and youth-friendly information and resources and establishing an online community. NewYouth.ca was created in response to focus groups held by OCASI, showing that newcomer youth weren't accessing settlement services. The aim of the site was to bring settlement information directly to young newcomers using a variety of channels. By utilizing content that was written in clear and appropriate language, multimedia technology and online social media tools, NewYouth.ca aims to enhance accessibility of settlement services for newcomer youth while at the same time providing them with a venue to ask questions and receive accurate information and referral from qualified peers and professionals.

Since its inception in 2008, NewYouth.ca has undergone significant changes. As with all social service users, it is often best to approach audiences where they are already choosing to congregate and where they feel comfortable. Youth in immigrant and refugee communities are highly comfortable with internet communications technologies and utilize them regularly and with great ease. For this reason, a more concentrated effort was made to utilize online social media tools to connect with newcomer youth. In addition to social media, informative videos were also added to the site. Content on the site was also updated. New content was added which spoke directly to the rights and responsibilities of young immigrants and refugees. Using research articles that identified the needs and demands of newcomer youth, issues that were previously not addressed on the site were addressed.

For the following year, there will be noticeable changes to the site and to the tools which are used to interact with newcomer youth. New videos will be added to highlight topics newcomer youth find difficult in their integration process. In addition, a monthly newsletter will also be produced and added to the site. This newsletter will keep users informed about the latest news and issues affecting new youth in Ontario. It will also give service providers working with newcomer youth an opportunity to share some of their challenges and success stories. Of course, updating and adding new content on the site will be an ongoing process. We are also planning to form a Youth Advisory Committee that will influence the direction of the site in the future.

For more information contact Jai Sahak, Content Coordinator, NewYouth.ca, tel 416-322-4950 ext. 255, email jsahak@ocasi.org

Settlement At Work

The Settlement AtWork website has professional development resources and news for front-line workers, program staff, managers and administrative staff. Our goal is to help workers prepare to best serve their newcomer clients, and to help organizations support their staff.

Last year, we had more than 400,000 visits to the site, and almost 1 million page views. 70% of our site visitors are repeat users who come back for the news and resources that we update daily. See how we can help you – at <http://www.settlementatwork.org>.

This year we have launched a wiki, complete with over 650 articles that users can review and update or create their own. As wikis have seen explosive growth in scale and capacity to support these aims, organisations and communities of practitioners, the Settlement At Work wiki supports collaboration and openness for the settlement sector of Ontario, and beyond. Settlement At Work is funded by Citizenship and Immigration Canada.

For more information contact *Douglas Bastien, Online Capacity Development Facilitator* at dbastien@ocasi.org.

Settlement.Org

Settlement.Org is an award-winning website for newcomers to Ontario. It offers an amazing range of information on key settlement topics such as employment, learning English, getting health care and finding housing. It also refers newcomers to agencies in their area that provide vital settlement services.

The past year has been a big one for Settlement.Org! The website now boasts a modern and professional design, where users can find the information they need more easily. Search results are more reliable. Hundreds of articles have been rewritten so that they are shorter and easier to read. In the “Services Near Me” section, users can search for settlement agencies and other community services by region and by keyword. The agency information comes from the 211 Ontario database and we are partnering with Findhelp Information Services to make this information available through Settlement.Org. We launched a comprehensive resource around alternative jobs to various regulated professions, which includes labour market information and videos of newcomers speaking about their experiences in an alternative job. We ran TV, radio and digital ads for the first time. Our Discussion Forum continues to be one of the most popular areas of the site –there are now over 19,000 registered members.

In the coming year we will implement some improvements based on responses we got from a survey conducted in the spring of 2010. Over 600 people filled out the survey, which is part of a larger project evaluation for Settlement.Org. Another key focus will be to continue to create smart linkages between Settlement.Org and InMyLanguage.Org.

The very popular Settlement.Org demonstrations will continue across the province this year. So look for them in your area. For a free demo, you can also contact Miranda Harpell at mharpell@ocasi.org for demos **in the Greater Toronto Area (GTA)** or Ann-Marie McGregor at ann-marie@ocasi.org for demos **outside the GTA**.

The Settlement.Org tenth anniversary contest, which was launched at the November 2010 conference, was successful. There were many newcomers and service providers sharing wonderful stories. Nine (9) of them were winners of some really great prizes. The names of winners are announced bi-weekly in the Settlement.Org and At Work eNewsletters, so don't miss an issue! You can read some of the stories at: <http://www.decadeofsettlement.org/your-settlementorg-stories>

For more info contact Theresa White, Settlement.Org Content Coordinator by email twhite@ocasi.org, or tel 416-322-4950 x 263.

In June of 2010 we began Social Media initiatives for Settlement.Org, with the purpose of further engaging our online audience - newcomers to Ontario, those planning to settle in Ontario or those in the settlement sector. Utilizing Social Media tactics has allowed us to further promote, engage and connect with Settlement.org users. Our goal is to work towards ensuring Settlement.Org is more easily linked to, more highly visible in Social Media searches and more frequently included in relevant posts on blogs, podcasts, video logs (vlogs), etc.

The main focus has been the creation of our Twitter page (@Settlement_Org), the implementation of Social Media bookmarking on Settlement.Org, further development of the YouTube channels, and the promotion of Social Media initiatives at outreach activities. Through these exciting new Social Media initiatives, we are not only increasing our visibility and strengthening relationships with existing partners but we are also utilizing the most current online tools to seek out new audiences and link them back to Settlement.Org.

Settlement.Org is funded by Citizenship and Immigration Canada and the Ontario Ministry of Citizenship and Immigration.

For more information contact the Social Media and Outreach Coordinator Miranda Harpell at mharpell@ocasi.org.

Ensemble pour l'établissement

A website for the francophone settlement sector: using the Internet to promote networking and professional development.

Since 2009, OCASI has been working on a project whose goal is to build the networking and professional development capacity of French-speaking professionals in the settlement sector, including managers and front line workers who serve French-speaking clients.

The online component of this project includes a French-language website that will support the sector by providing information, resources and online training focused on capacity building, professional development, promising practices and sharing of information.

The site is now live and can be found at <http://ensemble.etablissement.org>. Ensemble pour l'établissement is funded by Citizenship and Immigration Canada.

Etablissement.Org

In March 2007, with the financial support of Citizenship and Immigration Canada and the Ontario Ministry of Citizenship and Immigration, OCASI created Etablissement.Org, an information and referral French language website to help and address the needs of French-speaking newcomers (and potential newcomers) to Ontario.

Etablissement.Org offers French-speaking newcomers a whole range of trustworthy information and resources covering various topics such as *Employment, Housing, Health care, Education of children and adult, French Services, Immigration* and more. This information comes in the form of **articles, links, news** or **events**.

A **Discussion Forum** has been and is now very active and one of the most popular area of the site, as per Google statistics. It has now more than 300 registered members and the most popular topics are: permanent residency, sponsorship and employment/ professions.

Last year, our main focus was creating the **new design** for Etablissement.Org. Although the new plan and look are inspired from Settlement.Org, the New Etablissement.Org highlights the site's specific identity and mission of serving Francophone newcomers to Ontario. This was achieved by bringing up all content of interest to French-speaking newcomers on the home page and throughout all sections and sub-sections. Stay tuned up, the new version of the site will be released soon!

We also focused on introducing **new content** of interest to French newcomers or newcomers in general. Examples of new content include a tool for bilingual jobs in Ontario, articles on French schools, school boards, colleges and universities, a series of information and referral articles for people with disabilities and resources for elderly.

Etablissement.Org recorded last year about 92,000 visits coming mainly from Canada (about 50%) and France (about 20%).

In 2011-2012 we will keep adding new content and build a whole new section named «**Vivre en français**» (Living in French). So keep checking back!

Marketing strategies for 2011-2012 will target new francophone and bilingual organizations that serve Francophone newcomers in cities with significant francophone newcomer populations. While francophone community leaders will be engaged to be promoters of the website on their local levels, promotional tools will be increased both qualitatively and quantitatively. Provision will be made to use the social media for promotional purposes.

For more info contact Zeina Farah Etablissement.Org Content Coordinator by email zfarah@ocasi.org, or tel 416-322-4950 x 258.

“Welcome to Ontario” Kiosks

The kiosks provide basic information on settlement services including employment, education and other resources available to support newcomers. Currently there are 21 kiosks situated in schools, CIC offices and Newcomer Welcome Centres across Ontario.

“Welcome to Ontario” Kiosks aims to assist newcomers and their families integrate to life in Ontario through the provision of accessible, accurate, and relevant settlement information as well as available resources and services in their local communities.

After using the Kiosk newcomers will have a better understanding of settlement services and free community services available to support them in Ontario. Newcomers can also request that an email with follow-up information be sent to them. The target audience is for newcomers who recently arrived to Ontario.

This information is provided through videos available in following 17 languages: Arabic, Korean, Bengali, Mandarin, Cantonese, Pilipino; Dari, Punjabi, English, Russian, Farsi, Spanish, French, Tamil, Gujarati, Urdu and Hindi.

The videos are also available on a dedicated YouTube site

http://www.youtube.com/view_play_list?p=F2D95CB57BDFAB52

The kiosks project is funded by Citizenship and Immigration Canada.